

User Behaviors Have Changed Dramatically, Testin Brawns Press And Publishing Digital Transformation

NANJING, CHINA, January 2, 2018 /EINPresswire.com/ -- Smartphones and mobile apps have changed the way people read, user behaviors have changed dramatically, media and publishers are tweaking to meet that demand. Newspapers and publishing houses take the written work of writer or musician and makes it available to the public. About 600 years ago, Gutenberg made knowledge no longer luxurious, the invention of modern printing, had people complete 12 million copies of printed materials in 50 years. Press and publishing industry also born of it.



China Press and Publishing Summit held in Nanjing recently, [Testin](#) released “Press and Publication App Quality Standard.” Xu Kun, President of Testin, delivered the keynote speech entitled “Construction of Quality System for Press and Publishing Transformation in the Era of Mobile Internet.”

Now, in such a “paper media is dead” mobile Internet era, how can the press and publishing industry achieve transformation upgrading and integration development?

1. Press and Publishers need to make Apps

In the mobile Internet era, the press and publishing industry is an industry which is ancient and more or less like a gentleman. Changing, it perhaps will end up dying; but remaining the same, it certainly will be in the circumstances of waiting for death.

Why we say it is because we have already seen that paper books are becoming the “record” and “Chinese brush” in knowledge service, they have become “knowledge collection.” As a heavy reader, I spend thousands of yuan a year in buying books, but a large part of the books are bought but are not read. However, this does not affect my desire in reading and buying books, because reading is becoming a part of the rituals in life.

The sales channels of publishing industry in the past – bookstores, have also been quietly changing, the bookstore is becoming a city space which is young, fashionable, qualitative. In Jingdong, Dangdang, online purchase has long been a trend, not to mention the habit which people have already formed in digital reading and knowledge service. There is a further remodeling in this media structure.

Previously, if the publishing industry wants to arrive at the user, it must go through many processes, many channels from the printing in upstream to the content editing in the middle, and to the most downstream of sale delivery and retail. The biggest problem is that although the content is owned by our publishing houses, but the distance of reaching the users is very far away. In the era of mobile Internet, an app, an official account, can directly touch the users, and the highly developed mobile payments can let us realize cashes at any time.

The newborn species of the Internet, have gone beyond our original imagination, and even have been in the lead and surpassed the traditional publishing houses several meters away. Kay Shu storyteller is a customer of Testin. I visited their company last month and found that such a small APP has already had more than 100 employees, and the numbers are still increasing. Then I asked them how much business flow do they have for a month. They replied “about tens of millions.” You have to know that children’s books and teaching materials are “the inherent territory” of traditional publishing industry. But they are also facing the fate of being eroded now. What is the reason for all of this? It is because we are always using the phone, it has become a part of our body. All industries, have changed at the bottom.

2. Be doing an APP enough in transformation and upgrading of the press and publishing industry?

We see that almost all press publishers have noticed this phenomenon and have made a useful attempt. The typical feature of this is that almost every enterprise in our press and publishing industry have apps but does that seem to be enough?

In fact, we found that those excellent apps are always similar – they are of excellent quality and excellent experience. And those bad apps have their own shortages – more than 97% of these apps have a variety of quality problems. Some of them have incomplete functions, frequently bugs; some have poor compatibility, perform differently on different phones; some have slow response in pages, the operation of them are anti-human. There are even fatal security vulnerabilities, which may make the efforts of publishing industry reaching users, transformation and upgrading in vain at any time.

Finding 100,000 loyal users which feel that you are “great”, is far better than finding 10 million users that think you are “pretty good”. Because now that it’s so easy for users to abandon you that they just click and quickly say goodbye. The only way to solve this is to use real mobile phones and real users, and do the most realistic and comprehensive testing, thereby enhancing user experience and application quality.

However, traditional industries such as the press and publishing industry, especially in the subjectivity circumstances of app’s popular outsourcing, the only test they can do is often the “smoke test” – that is, seeking if there will be other problems or not after repairing some obvious bugs, so as to ensure the realization of the backbone function. But in fact, a qualified app should comply with the corresponding quality standards to meet the functional applicability, reliability, ease of use, compatibility, security, performance efficiency and other requirements. The tests that should be done for this purpose are professionally and systematically. Because we only did 1% of the test work, only 1% of the way had been through, so it led to a variety of problems.

Not only that, the test cannot be an “accomplish at one move” work. The test is a systematic process, continuously repeats and updates iteration with the progress of development operations and the product life cycle. In each of the different stages of development, the focus of the test projects and configurations are different. The ultimate goal is to ensure the smooth release of product online, and maximize the users’ experience.

3.Using quality as the tool of publishing industry to defend “everyone demeanor”

“We believe that the dividends of the mobile Internet will be further spilt, and the combination of the traditional industry will be more closely.” Xu Kun said, “Testin will be responsible for the quality of the application of the press and publishing industry and defends the ‘everyone demeanor’ of this gentleman industry with quality.”

About Testin

Testin (<http://www.testin.net>) is the global leader in One-Stop-Application cloud testing services for applications such as web, mobile web, H5, native mobile APP, Lite APP, mobile games, VR/AR, wearable, AI, smart home, smart driving, IoT and industrial APP developers to provide the necessary one-stop testing services and quality assurance. Testin is the disruptor of the traditional software testing service mode, combine AI automated real device SaaS testing, crowdsourcing testing, full stack security testing and continuous big data analysis, succeeded not only in capturing the domestic market of China but also in sett its foot of the global arena, has now continued to serve more than 800,000 developers with their 2.3+ million APPs, branding clients including most tier 1 internet entities and McDonald’s, Nestle, Starbucks, Daimler, BMW, Philips and Kabam, etc. Testin has been certified by ISO9000, ISO27001, ISO20000, ISO17025, CMMI3 and CNAS, aims to help developers to build confidence in their applications and ensure a good user experience. Testin has secured US\$84.9 million in 3 rounds of IDG, Banyan, Haiyin, and CEL. Testin has been recognized as 2015 and 2016 Deloitte High-Tech & Growth Top 50 China, Red Herring Finalist 2014 Asia 100, 2015 Global 100 and 2017 Red Herring Global 100 Winner.

For more information about Testin please visit <http://www.testin.net>.

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